

1 **ABSTRACT**

2 Method and system for enabling a first person to produce a customized gift for a second
3 person, including: providing a computer-readable storage medium having a control program and
4 non-customized information stored thereon; obtaining data from the first person which relates to
5 the second person; using the data to generate a customization code; providing the gift and the
6 customization code to the second person; causing the control program to request the
7 customization code from the second person; and using the customization code to select
8 information from the non-customized information to provide a customized display to the second
9 person. The gift is preferably purchased and customized through an Internet web site or other
10 electronic system.

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